

QUALITY of LIFE in Las Vegas



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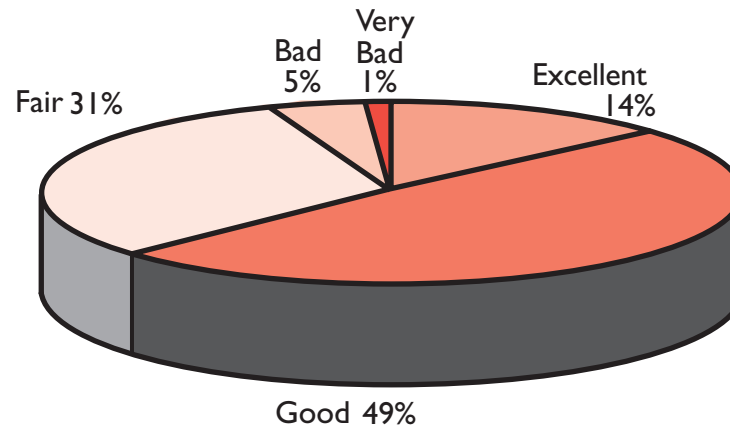
Introduction

The City of Las Vegas, working with researchers at the University of Nevada, Las Vegas, conducted this study to begin investigating the quality of life issues facing the Valley, and to set the foundation for the eventual creation of an index to measure changes in quality of life over time. Keeping and improving the Las Vegas quality of life has emerged as a top concern being addressed at all levels of policymaking. Valid scientific input is an important component for decision-makers: elected officials, business leaders and citizens who are working together to improve quality of life in the Las Vegas Valley.

The effort was aimed at answering basic quality of life questions, such as: How do Las Vegans view their overall quality of life? The quality of life in their neighborhoods? What factors are important to quality of life and how well are those needs being met? Why do people move to Las Vegas? Why do they stay? Is quality of life getting better or worse? Do people think it will improve? What factors should receive more funding? Are people willing to pay more taxes for certain improvements? Do people view quality of life differently based on gender? Age? Income? Education? Neighborhood?

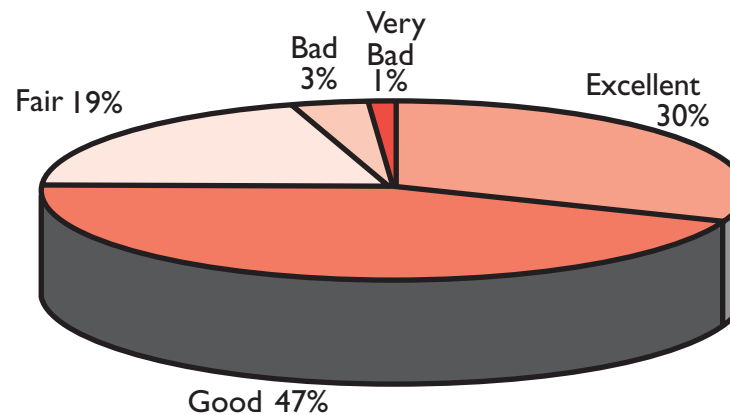
The Cannon Center for Survey Research at UNLV conducted the telephone survey during the month of February, 1999 using a random-digit-dial methodology. To randomly select an adult within the household, interviewers asked to speak with the person in the household who is at least 18 years old and who has had the most recent birthday. A total of 564 residents in the Las Vegas Valley completed the survey, yielding a margin of error of +/- 5 percent at the 95 percent level of confidence. Additional surveys were completed to provide a statistically significant sample for the City of Las Vegas; however, the results were similar to the valley-wide results. Therefore, this document provides a summary review of the Las Vegas Valley survey results. For a detailed report please contact the City of Las Vegas Planning and Development Department at 229-6022.

QoFL in Las Vegas

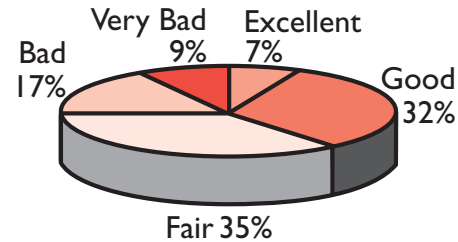


- Citizens perceive the Quality of Life as being better in their neighborhoods than in the city as a whole.

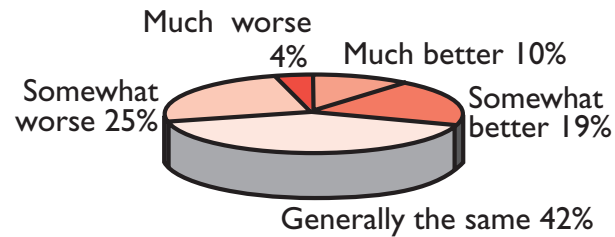
QoFL in Neighborhoods



Rating LV as a place to Raise Children

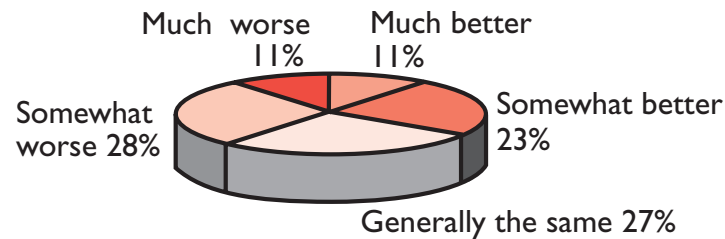


QoL Today compared to 3 Years Ago

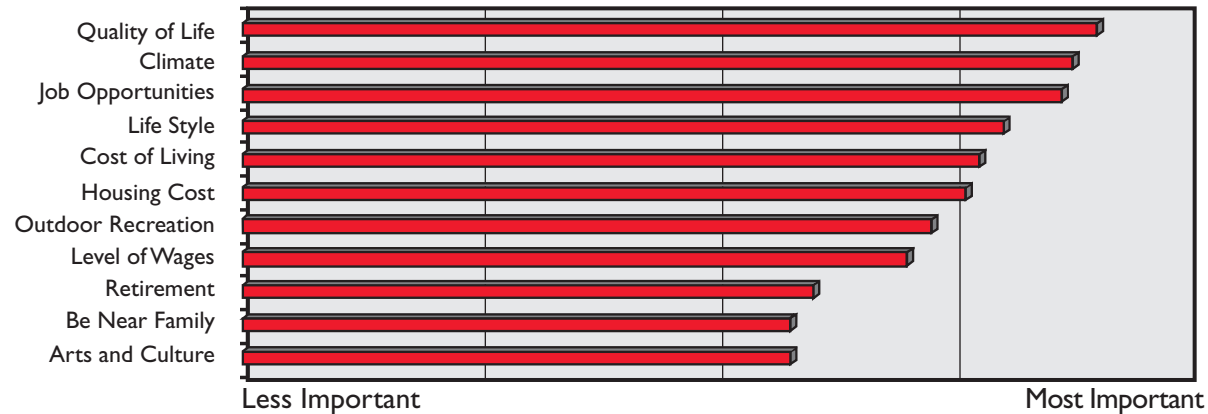


- People are slightly less optimistic about the future Quality of Life in Las Vegas - 39 percent of the respondents forecast a decline in Quality of Life in five years compared to 34 percent who forecast improvements.

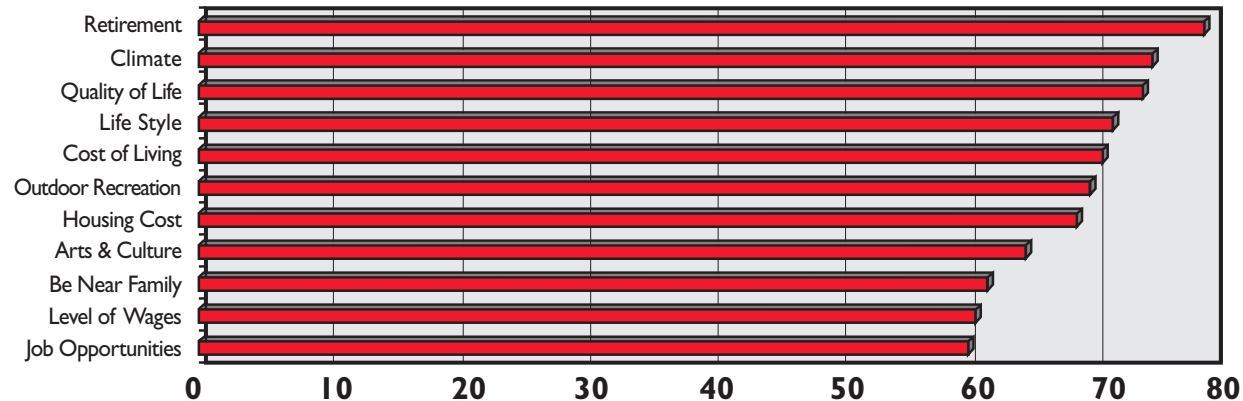
QoL in 5 Years compared to Today



Rating Reasons for Moving to Las Vegas

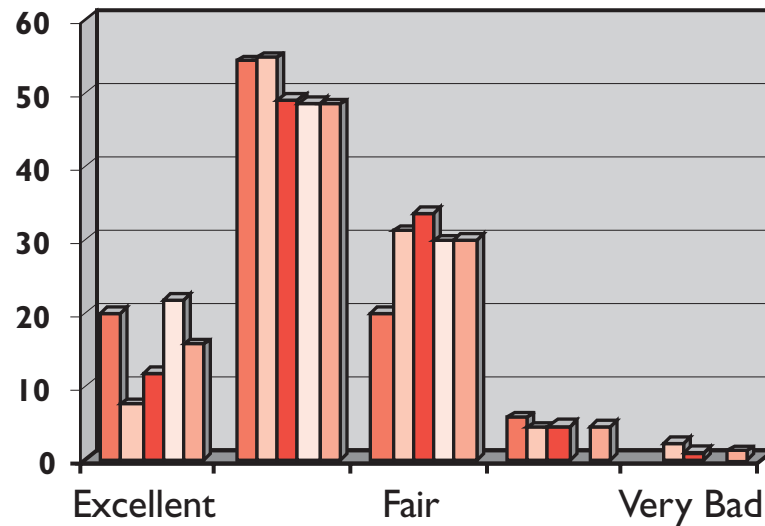


Percentage Who Rated QoL Excellent or Good by Reason for Moving to Las Vegas



- The top reason reported for moving to Las Vegas is Quality of Life, followed closely by Climate and Job Opportunities. Those who moved for Job Opportunities are least likely to rate Quality of Life as Excellent or Good, whereas nearly 80% of those who moved for Retirement rated Quality of Life as Excellent or Good.

QoL for Migrants and Natives



- Those who were born in Las Vegas tend to rate Quality of Life higher than those who migrated.
- Migrants from similar size cities rate Quality of Life higher than migrants from larger cities.

■ Born in Las Vegas

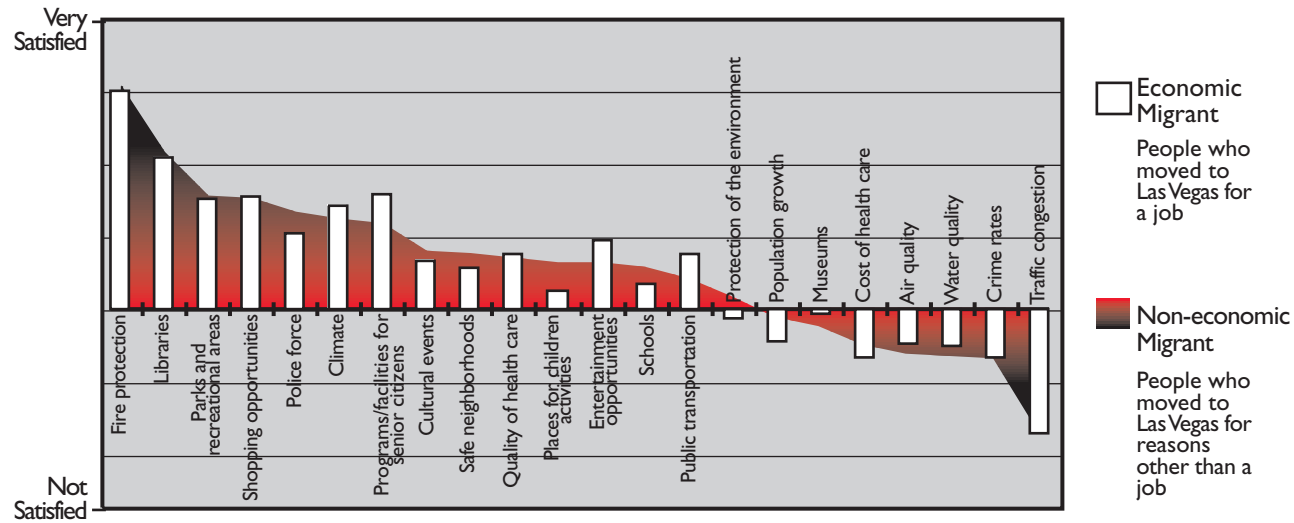
■ Moved as a Child

■ Migrant from smaller city

■ Migrant from similar size city

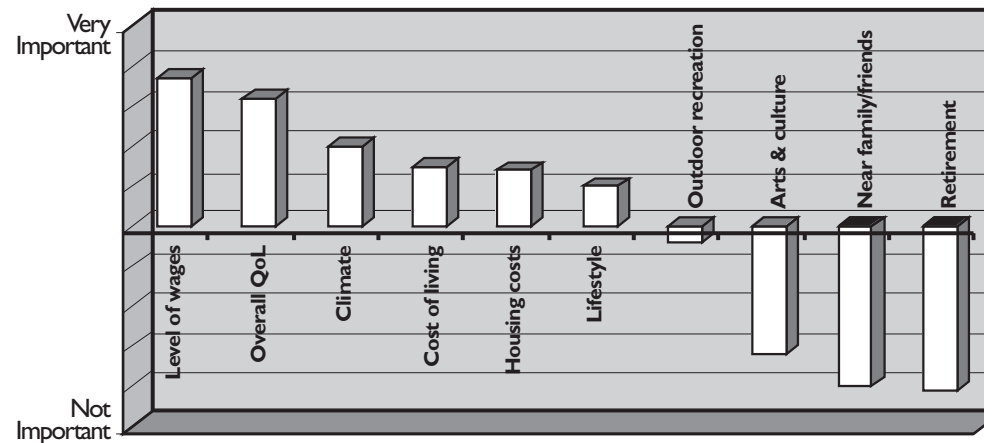
■ Migrant from larger city

Economic & Non-Economic Migrants Score the Issues



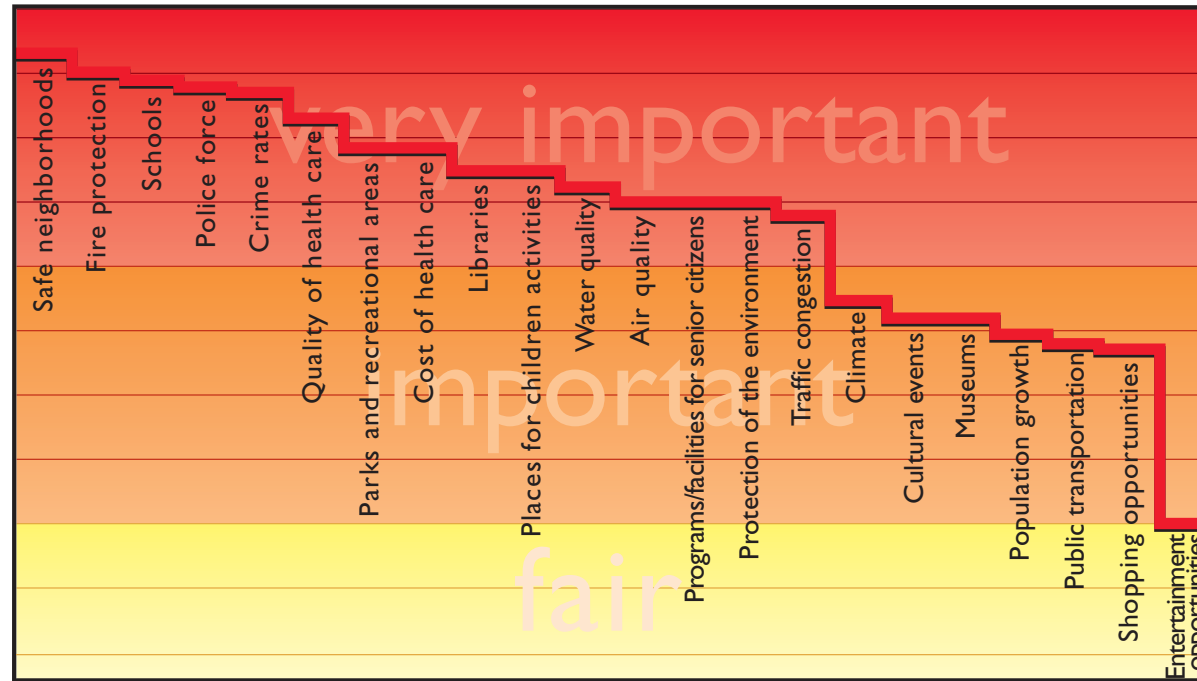
Other Reasons for Moving to Las Vegas

among those who moved for job opportunities



- People who moved to Las Vegas for Job Opportunities are most concerned about economic factors, but also very concerned about the Quality of Life in Las Vegas.

Ranking Importance of QoL Factors in Las Vegas



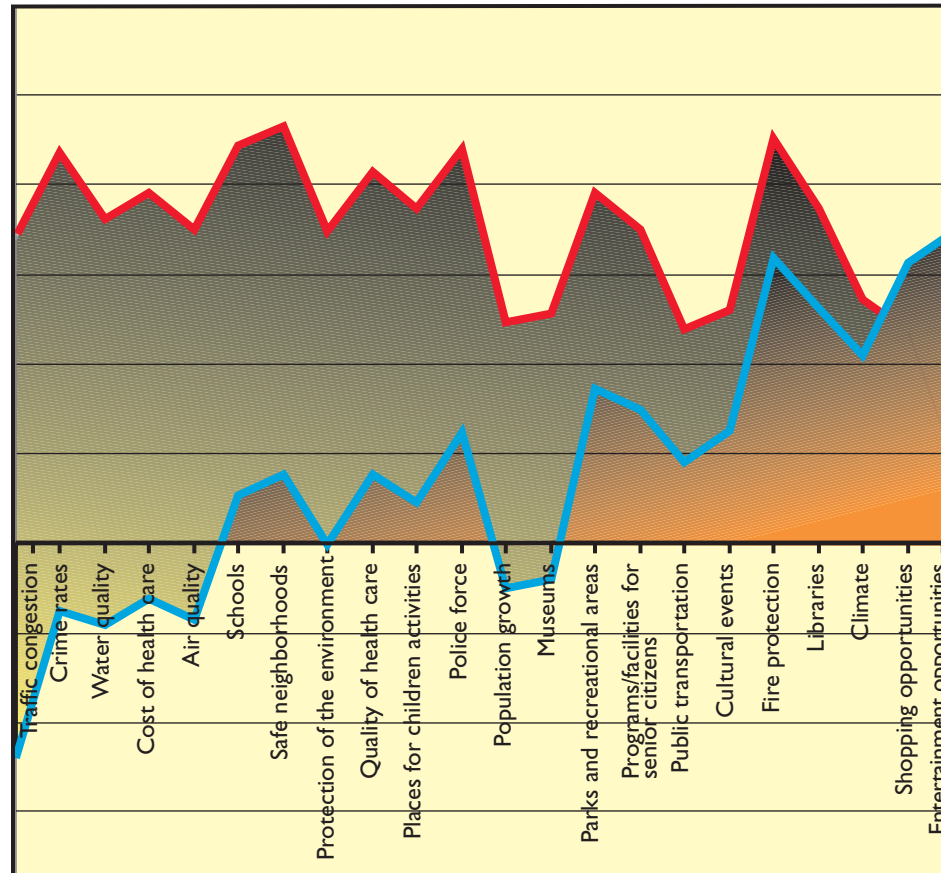
- All of the issues examined in this study were considered important to Quality of Life, although public safety issues were considered far more important than Entertainment Opportunities.

Ranking Satisfaction of QoL Factors in Las Vegas



- Citizens were least satisfied with environmental and growth related issues, but relatively satisfied with some elements of public safety and very satisfied with Entertainment and Shopping Opportunities.

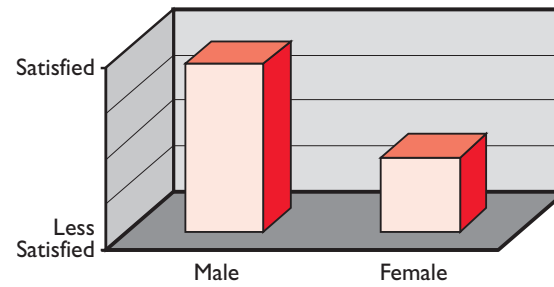
Putting It All Together



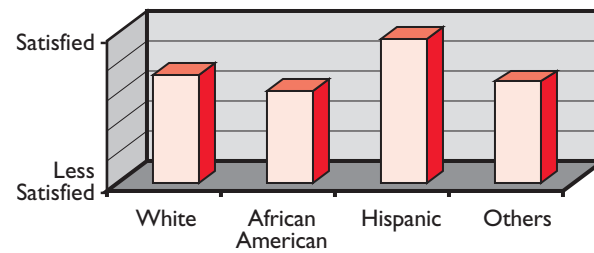
- The red line shows how each issue was ranked for importance to Quality of Life, the blue line shows the rating for satisfaction. The issues with the largest disparity highlight the best opportunities for improving Quality of Life.
- Leisure activities appear, in most cases, to meet expectations whereas infrastructure and environmental issues did not.

Relative Satisfaction with Overall QoL by ...

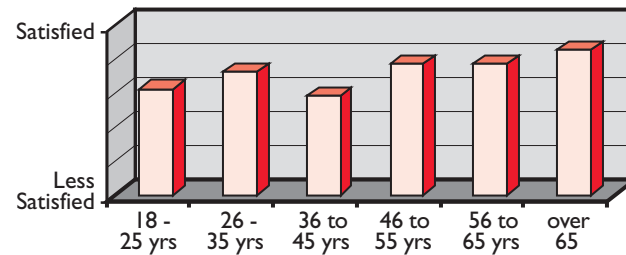
Gender



Race/Ethnicity

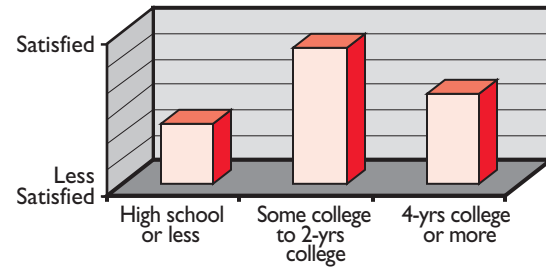


Age

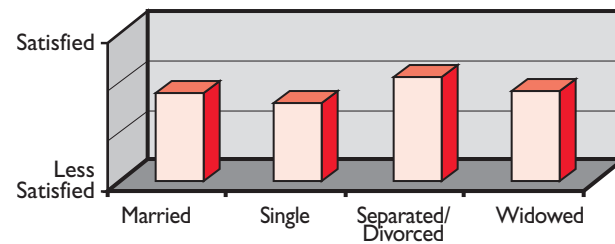


Relative Satisfaction with overall QoL by ...

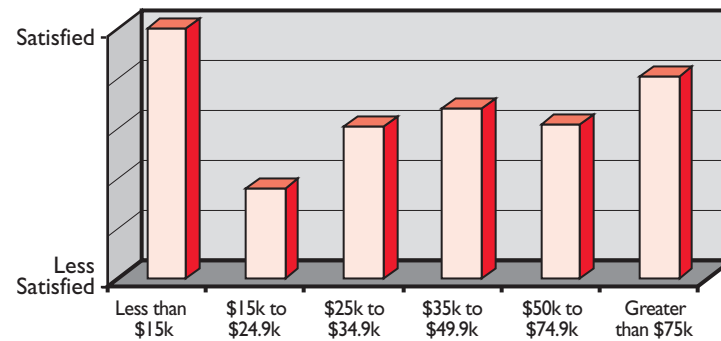
Education



Marital Status



Income



The tables on this page indicate citizens' feelings about allocating funding for various Quality of Life issues. The data provide a glimpse into the priorities citizens have for spending public dollars, whether from re-allocation of existing funds or increased funding from other sources. The Tables on the next page explore citizens' willingness to pay more for various Quality of Life issues.

Top 10 Most Important QoL Issues

Issues by Rank	Percent wanting to increase current funding	Percent wanting to maintain current funding	Total increase or maintain funding
1 Safe Neighborhoods	40.1	58.4	98.5
2 Fire Protection	35.8	63.3	99.1
3 Schools	59.5	36.9	96.4
4 Police Force	46.9	48.7	95.6
5 Decrease Crime Rates	61.3	35.2	96.5
6 Improve Quality of Health Care	46.9	47.3	94.2
7 Parks and Recreation	30.5	67.5	98.0
8 Decrease Cost of Health Care	35.0	55.4	90.4
9 Libraries	27.3	69.4	96.7
10 Places for Children Activities	45.9	52.2	98.1

Top 5 Priority Issues for Increased Funding

	Percent wanting to increase current funding	Percent wanting to maintain current funding	Total increase or maintain funding
Improve Air Quality	65.2	32.7	97.9
Improve Water Quality	63.6	34.7	98.3
Decrease Traffic Congestion	64.3	31.5	95.8
Decrease Crime Rates	61.3	35.2	96.5
Schools	59.5	36.9	96.4

The issues that citizens feel are most important to Quality of Life - Safe Neighborhoods, Public Safety (Police and Fire), Education and Recreation - also received relatively high ratings for the quality of service delivery. As a result, citizens believe that Quality of Life gains would be greatest by increasing funding in those areas they are least satisfied with and are perceived as negatively impacting the quality of life in the City.

Top 5 Issues for Increased Taxes

When citizens were asked if they would be willing to pay more in taxes for improvements in areas they view as important to QoL, slightly more than 50 percent responded yes in four of twelve categories. Those issues receiving the greatest support for increased taxes are all related to one another, are regional issues and are consistent with those areas receiving support for increased funding. They also exhibit the greatest disparity between how important citizens view each issue and their level of satisfaction with the particular issue.

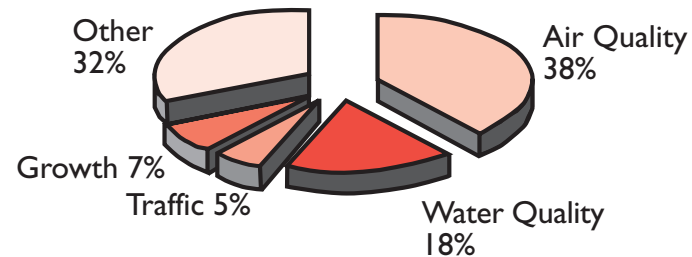
	Percent Willing to Pay More Taxes
Protection of the Environment	54.8
Improve Air Quality	53.9
Improve Water Quality	53.9
Public Transportation	50.5
Decrease Traffic Congestion	48.5

The slight majority who responded that they would be willing to increase taxes in four of the areas does not necessarily translate into support for more taxes at the ballot box, nor does it tell us whether people would be willing to pay more for other services through user fees or other funding mechanisms. A better understanding of how much and by what means people would be willing to pay more to improve basic Quality of Life issues is outside the scope of this research. The willingness to pay information contained in this report summary is more of an indication of which issues are in need of serious attention and which are viewed as top priorities.

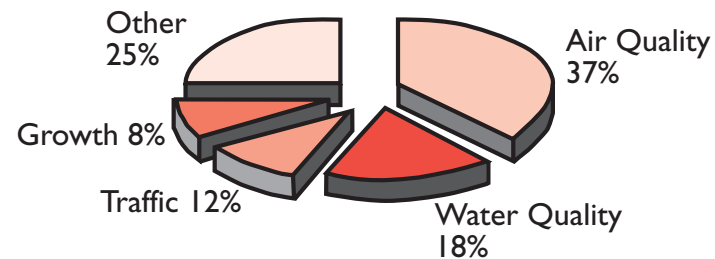
Exploring Environmental Issues

Citizens were asked two open ended questions about environmental issues. The first question was: "What do you consider the most important environmental issue in the Las Vegas Valley that needs to be addressed within five years." The second question was: "What do you consider the most critical environmental problem in the Las Vegas Valley that needs to be addressed within the next year?"

Most Important Environmental Issues in 5 Years



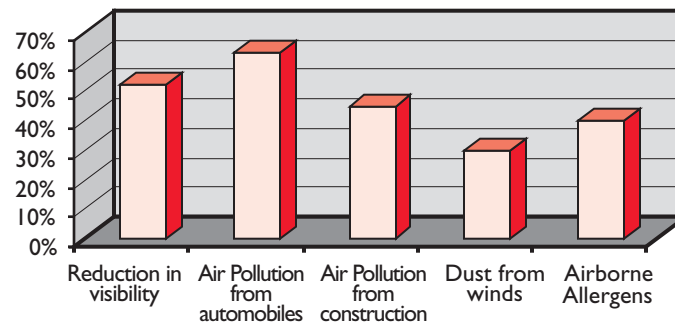
Most Important Environmental Problem in One Year



Exploring Environmental Issues

While it is important to gain information about what citizens feel are the most important environmental issues, it is also important to have a better insight into what the primary factors of concern are about their air and water quality. Two additional questions were asked, each question provided the participant with a list of factors and they were asked to rank their concerns, ranging from "not at all concerned" to "very concerned." The following charts show the percent of citizens who are "very concerned" with each air or water quality factor.

Percent of Citizens "Very Concerned" about Primary Air Quality Factors



Percent of Citizens "Very Concerned" about Primary Water Quality Factors

